

ORDER



Orders	Order / Rev:	107058	Primary AE:	Amy McCreary
	Alt Order #:	06856854	Sales Office:	BLPHI
	Product Desc:	DCCC/HORSFORD	Sales Region:	National
	Estimate:	1877		
	Flight Dates:	09/26/12 - 10/01/12		
	Original Date / Rev:	09/25/12 / 09/25/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		Washington Harbor	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	DCCC/ Horsford	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$20,225.00	\$17,191.25
10/01/12	10/01/12	11	\$11,250.00	\$9,562.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$20,225.00	\$17,191.25	0.00
October 2012	11	\$11,250.00	\$9,562.50	0.00
Totals	24	\$31,475.00	\$26,753.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$31,475.00
Market	100%	\$125,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$36,511.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$31,475.00
KTUD	1%	\$1,259.00
KVVU	15%	\$18,885.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,295.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/Wagners	5-6a		--WTF--	:30	1	\$325.001	0.00	NM	1	\$325.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 107058 Advertiser: DCCC/ Horsford
 Alt Order #: 06856854 Product Desc: DCCC/HORSFORD KSNV
 Flight Dates: 09/26/12 - 10/01/12 Estimate: 1877

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/Wagners		5-6a	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$325.00	0.00																					
E 2	KSNV	10/01/12	10/01/12	M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$450.00	0.00																					
E 3	KSNV	10/01/12	10/01/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$700.00	0.00																					
E 4	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	1	\$650.00	1	0.00	NM	1	\$650.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$650.00	0.00																					
E 5	KSNV	09/26/12	09/28/12	Today Show	CM	658a-9am	--WTF--	:30	1	\$850.00	1	0.00	NM	1	\$850.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$850.00	0.00																					
E 6	KSNV	10/01/12	10/01/12	Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$900.00	0.00																					
E 7	KSNV	10/01/12	10/01/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00											
Noon News																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$425.00	0.00																					
E 8	KSNV	10/01/12	10/01/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00											
The Agenda 1230pm																										
AGENDAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$325.00	0.00																					
E 9	KSNV	09/26/12	09/28/12	Dr. Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00											
Dr Phil																										
PHIL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$450.00	0.00																					
E 10	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00											
CM (4:00 PM-4:30 PM)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$600.00	0.00																					
E 11	KSNV	10/01/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00											
CM (4:00 PM-5:00 PM)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$725.00	0.00																					
E 12	KSNV	10/01/12	10/01/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00											
M-F Early News																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	M-----	1	\$1,200.00	0.00																					
E 13	KSNV	09/26/12	09/28/12		CM	5-630p	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00											

Order / Rev: 107058
Alt Order #: 06856854
Flight Dates: 09/26/12 - 10/01/12

Advertiser: DCCC/Horsford
Product Desc: DCCC/HORSFORD
Estimate: 1877

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	--WTF--		1	\$1,000.00		0.00						
E 14	KSNV	09/26/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy/Wheel of Fortune											
				WH/JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	--WTF--		2	\$1,000.00		0.00						
E 15	KSNV	10/01/12	10/01/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Jeopardy/Wheel of Fortune											
				WH/JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$1,300.00		0.00						
E 16	KSNV	09/26/12	09/28/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	--WTF--		2	\$800.00		0.00						
E 17	KSNV	10/01/12	10/01/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$900.00		0.00						
E 18	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
				VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$4,000.00		0.00						
E 19	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
				FNIA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	-----S		1	\$2,400.00		0.00						
E 20	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
				NFL Football											
				SNF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	-----S		1	\$10,000.00		0.00						
E 21	KSNV	10/01/12	10/01/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$325.00		0.00						
E 22	KSNV	09/26/12	09/28/12	M-F Today Show II	CM	9-10a	--WTF--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				M-F Today Show II											
				TODAY II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/24/12	09/30/12	--WTF--		1	\$350.00		0.00						

Totals 24 \$31,475.00